

Message Text

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ACTION ARA-17

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AMEMBASSY LONDON

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UNCLAS BRASILIA 3733

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CINCSO FOR POLAD

ATTN: IOR/ M, IPS, IBS, RIM, ILA

E. O. 11652: N/ A

TAGS: PFOR, ETRD, EFIN, TSPA, PBOR, BR, XT, ICO

SUBJECT: DAILY MEDIA REACTION REPORT

1. WEEKLY MAGAZINE O CRUZEIRO DATED JUNE 20 FEATURES ON COLUMNIST RACHEL DE QUEIROZ ARTICLE ENTITLED " THE PRESIDENT OF THE UNITED STATES", WHICH SAYS: " UNTIL RECENTLY THE IMAGE OF THE U. S. PRESIDENT WAS SHEATHED IN A MONARCHIC AURA. ... BUT THIS SEEMS A THING OF THE PAST. FOR SOME TIME NOW THE PRESIDENT' S ERMINE MANTLE HAS BEEN TREATED ROUGHLY AND EVEN RIPPED. ... IT SHOULD NOT BE SAID THAT WHAT IS HAPPENING IS MERE OPPOSITION TO THE PRESIDENT. ... NO, WHAT IS BEING ATTEMPTED NOW IS TO DEMOLISH THE IMPERSONAL IMAGE OF THE PRESIDENT -- THE PRESIDENT, OT THE PRESIDENCY AS AN INSTITUTION."

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2. MODERATE PRESS PLAY GIVEN LONDON MEETING OF THE INTERNATIONAL COFFEE ORGANIZATION' S EXECUTIVE COMMITTEE. PRO- GOB DIARIO DE BRASILIA REPORT COMMENTS ON COLOMBIAN DELEGATE' S SUGGESTION THAT A PRIVATE STUDY OF COFFEE MARKET PROSPECTS FOR THE NEXT TEN YEARS BE MADE. ENTITLED " POLITICS OUT OF THE COFFEE AGREEMENT," STORY SAYS: "... THE PROPOSAL WAS ENTHUSIASTICALLY RECEIVED BOTH BY PRODUCERS AND CONSUMERS, AS IT IS ADMITTED THAT INDEPENDENT RESEARCH WOULD AVERT CONSIDERATIONS OF A POLITICAL NATURE AND COULD SERVE AS A BASIS FOR RE- NEGOTIATION OF A THIRD COFFEE AGREEMENT. ..." (JUNE 15).

3. PROSPECTIVE EFFECTS OF NIXON' S NEW ANTI- INFLATIONARY MEASURES ON REINFORCING THE DOLLAR INTERNATIONALLY IS MAIN TOPIC IN MOST NEWSPAPERS' SPECIALIZED COLUMNS. SAMPLE COVERAGE: PRESTIGIOUS O ESTADO DE SAO PAULO ARTICLE ENTITLED " NIXON' S PLANS GENERATING GENERAL SKEPTICISM" SAYS " U. S. AND EUROPEAN ECONOMIC CIRCLES REACTED WITH SKEPTICISM AND CRITICISM TO THE MEASURES ANNOUNCED BY PRESIDENT NIXON. THE GREAT MAJORITY OF AMERICAN BUSINESSMEN CONSIDERED THE MOVES A ' TINY DROP' IN FACE OF U. S. ECONOMY' S NEEDS FOR RECUPERATION, WHILE THE EUROPEANS DISPLAYED DOUBTS ABOUT ANY POSITIVE CONTRIBUTION THESE MEASURES COULD MAKE TO REINFORCE THE DOLLAR. ..." (JUNE 15). LIBERAL FOLHA DE SAO PAULO REPORT, HEADLINED " DOLLAR DID NOT REACT TO NIXON' S MEASURES," SAYS: "... ANNOUNCED MEASURES DID NOT SUCCEED IN IMPROVING THE DOLLAR POSITION IN EUROPEAN MARKETS OR THE NEW YORK STOCK MARKET. ..." (JUNE 15). SAO PAULO' S TV BANDEIRANTES COMMENTED JUNE 14 THAT NEW ECONOMIC MEASURES " DID NOT IMPRESS ANYBODY" AND THAT WORLD MONETARY MARKET' S REACTION WAS SKEPTICISM.

4. MAGRUDER WATERGATE TESTIMONY IN U. S. SENATE WAS TOP NEWS ON MANY PRIME TIME TV NEWSCASTS JUNE 14. TV CULTURA (SAO PAULO) COMMENTARY SAID MAGRUDER' S STATEMENT THAT PRESIDENT NIXON HAD NOT BEEN PREVIOUSLY INFORMED OF THE BREAK- IN GIVES SOME CONSOLATION TO THE PRESIDENT, BUT DOES NOT FREE HIM OF THE SUSPICIOS RAISED BY THE AMERICAN PRESS BECAUSE MAGRUDER HAS NOT SPOKEN YET ABOUT THE COVER- UP ATTEMPS. ANOTHER CONSOLATION FOR NIXON, CULTURA ADDED, CAME FROM LEONID BREZHNEV WHO REFUSED TO COMMENT ON THE WATERGATE SCANDAL, STRESSING THAT UNCLASSIFIED

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HIS RELATIONS WITH THE PRESIDENT OF THE U. S. ARE OF GREAT IMPORTANCE.

5. NATIONALISTIC DIARIO POPULAR (SAO PAULO) EDITORIAL STATES THAT PAPER DOES NOT BELIEVE THE PEACE ACCORD SIGNED IN PARIS WILL END FIGHTING IN VIETNAM: " THE SAD EXPERIENCE OF PAST MONTHS SHOWS AN IRRESISTIBLE TREND TO OVERLOOK THE

AGREEMENT, BECAUSE BOTH SIDES TRY TO TAKE ADVANTAGE OF ANY MISTAKE ON THE ENEMY'S PART TO ENLARGE THE TERRITORY THEY POSSESS. ... HOWEVER, SINCE THE SOVIET UNION AND THE U. S. ARE NOT INTERESTED IN CONTINUING THE CONFLICT, GROUPS INVOLVED IN THE FIGHT HAVE NO RESOURCES TO CONTINUE ON THEIR OWN." (JUNE 15).

6. RE STATE 91258: FOLHA DE SAO PAULO CARRIES SHORT FRONT- PAGE REPORT HEADLINED " DIAS LEITE DOES NOT BELIEVE IN THE ' SKYLAB' PHOTOS." GIST OF STORY IS THAT BRAZILIAN MINISTER OF MINES AND ENERGY, RESPONDING TO REPORTS THAT SKYLAB IS GENERATING INFORMATION ON BRAZILIAN SUBSOIL RESOURCES, SAID HE DID NOT BELIEVE SKYLAB COULD FURNISH BETTER DATA THAN THAT ALREADY BEING OBTAINED VIA ERTS SATELLITE WHICH IS PART OF BRAZILIAN PROGRAM CALLED RADAM. (JUNE 12).

7. DETENTION AND RELEASE IN BRAZIL OF THIRD U. S. SHRIMPER HANDLED IN LIGHT, FACTUAL NEWS COVERAGE BASED ON FONOFF SOURCES. REPORTS SAID BOAT RELEASE ARRANGED THROUGH TERMS OF BILATERAL ACCORD.
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